

**FACT SHEET**  
**ASSOCIATION NEWS**  
May 2010

**Profile:** *ASSOCIATION NEWS* editorial content includes news and information for association executives and meeting planners at state and regional associations worldwide. *Association News* reports on the activities on all of the major industry organizations, including ASAE, MPI, IAEE and PCMA.

**Circulation:** 15,000

**Issue Editorial Focus:** Florida Destination Feature Story

**Bonus Distribution:** ASAE Springtime

**CVB Added Value:**

- Complimentary advertorial copy on the *Association News* website for three months: August, September and October
  - Partner mentions
- Listing feature on Site Selector page in magazine for two months (online)
- Bonus distribution at shows monthly
- Complimentary website link for 12 months
- Total Value: \$5,750

Scheduled Ad Size	Naples, Marco Island and the Everglades Partner Rate	Minimum Ad Cost
½ Page 4C	2" x 2 ¼" page formatted ad	
Cost Overview	\$715	\$1,465

***Ad cost and size based on 3 participating partners. Naples, Marco Island, Everglades CVB reserves the right to change the overall ad size or forfeit this insertion.***

**Participation Agreement Deadline:** September 15, 2009

**Materials Deadline:** September 15, 2009

**Please provide the following materials for your ad: (you will see a proof prior to submission)**

- A JPG photo via e-mail OR a TIFF or EPS in hi-res via CD (at least 3" x 2" at 300 dpi)
- 15 words of copy
- Name, city, phone and website of property

Please address all questions to Lauren Lewis at [Lauren@paradiseadv.com](mailto:Lauren@paradiseadv.com).

**Please go to the website below to sign up online and submit materials at:**

[www.paradisecoast.com/coop](http://www.paradisecoast.com/coop)